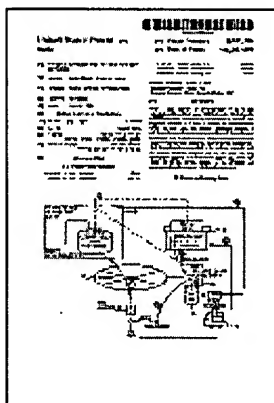Google Patent Search | 5937390 | | Search Patents | Sign in

On-line advertising system and its method Yoshii Hyodo

Patent summary

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Abstract | Drawing | Description | Claims

Abstract

When a user accesses an advertisement on an on-line advertising system from a user terminal on the Internet using a WWW browser, an advertisement including the toll-free telephone number of a store is sent to the user terminal. When the user calls this toll-free telephone number, a toll-free call control system connects that call from the user to the store and, at the same time, obtains information on that access to the toll-free telephone number as log information. This log information is posted to the service provider, and the service provider analyzes the hit rate from this log information and the WWW browser access log. From this result, the on-line service provider or the advertiser can determine the effectiveness of that advertisement.

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Primary Examiner: Thuan Do

U.S. Classification
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International Classification

Claims

What is claimed is:

1. An on-line advertising system for use in an information processing system connected to a network and providing an advertisement on-line in response to an access from a user, said advertising system comprising:

an advertising information storage section that stores advertising information including information for presenting to the user a toll-free telephone number for toll-free telephone connection to an advertiser corresponding to the advertising information;
a log information storage section that stores first access information including information indicating a date and a time of an access by the user to the advertising information;
a communication section that sends the advertising information to a user terminal of the user when a request for access to the advertising information is received from the user terminal over the network and stores the first access information in said log information storage section when said communication section sends the advertising information to the user terminal; and
an analysis section that receives second access information including information indicating a date and a time of a telephone connection using the toll-ree telephone number, analyes the first and second access information for a relationship between the respective dates and times indicated thereby, and outputs an analysis result.

2. The on-line advertising system according to claim 1, wherein said analysis section analyzes the relationship between the respective dates and times indicated by the first and second access information when the advertising information includes information for presenting to the user a name of the advertiser.

3. The on-line advertising system according to claim 1, wherein:

the first access information includes information indicating a count of successive accesses to the advertising information since a specified date and time;
said analysis section generates a count of all connections using the toll-free telephone number that occurred within a specified time period following the specified date and time; and
said analysis section calculates a proportion of

H04M 1500

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